GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3298
ANSWERED ON:05.02.2004
REGULATION OF ADVERTISEMENTS OF PAY CHANNELS
SURESH CHANDEL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the matter of regulation of advertisements of Pay Channels has been worked out;

(b) if so, the details thereof;

(c) if not, the reasons therefor; and

(d) the time by which it is likely to be worked out?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (d): By a notification dated 9th January, 2004, the Government has brought the `Broadcasting Services and Cable Services` within the ambit of the Telecom Regulatory Authority of India (TRAI) Act, 1997. The functions of the TRAI are laid down in the aforesaid Act. The TRAI entrusted to make recommendations regarding theparameters for regulating maximum time for advertisements in pay channels as well as other channels and other allied matters.